

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 249-C2 - (CHAIRS) - Req. No. M19507 - Page, 4/C Bleed - (5 5/8 x 7 3/4 inches)
Printed in U.S.A.

Digest Size, 1990
(604)

The advertisement features a scenic landscape with a snow-capped mountain peak in the background. The mountain is uniquely shaped to resemble a pack of Alpine cigarettes, with the brand name 'Alpine' and 'Light' visible on its 'face'. In the foreground, two wooden deck chairs sit on a small patch of grass in a lake, with a picnic basket between them. The sky is a clear, deep blue.

**REFRESH
FOR LESS**

Min. suggested retail price
15 mg. "tar," 1.0 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

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